



**South-Central Regional Session
Sheraton Hotel - Madison
January 29, 2002**

- 8:30 Registration**
- 9:00 Welcome - Phil Albert, Secretary- Department of Commerce and
Chair of the Build Wisconsin Effort
Welcome to South-Central Build Wisconsin Regional Sessions
Jennifer Reinert, Secretary – Department of Workforce
Development**
- Agenda for the day
 - Overview of *Build Wisconsin* strategy development framework and process
 - Presentation of regional economic data – Terry Ludeman, Department of Workforce Development, Chief Economist
- 10:00 Overview/Update Regional Economic Development Strategic Planning Efforts**
- Gary Wolter, CEO, Madison, Gas & Electric
 - Kim Zuhlke, Vice President-Engineering, Sales and Marketing, Alliant Energy
- 10:30 Introduction of the Facilitated Breakout Session I – Jim Bower, Andersen Team**
- What can the State do to help you accelerate economic growth in your region and support current economic development efforts?
(Recommendations might include key strategies, initiatives, policies, regulatory changes, legislative changes, programs, and partnerships)
- 12:00 PM Lunch/Keynote Speaker – Lieutenant Governor Margaret Farrow**
- 1:30 Facilitated Breakout Session II (same groups)**
- Based on the results from Breakout Session I – prioritize and further refine ideas and strategies.
 - How can these strategies be implemented?
 - What are the key next steps required to create an effective statewide strategy that recognizes and supports the unique strengths of this region?
- 2:30 Break**
- 2:45 Large Group Concluding Session**
- Group Reports on Top Priorities
 - Summary and Next Steps
- 3:30 PM Adjourn and have a safe trip home**